



Blog Writing for Digital Marketing Company

PROJECT DETAILS

 Content Marketing

 Jun. 2019 - Ongoing

 Less than \$10,000

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"I'm thoroughly impressed with the quality and volume of content."

PROJECT SUMMARY

Content Flip writes several custom blog posts each month that align with industry standards and the end client's marketing strategy.

PROJECT FEEDBACK

The comprehensive, personalized articles have satisfied clients and attracted web traffic. Content Flip addresses issues promptly, offers helpful feedback, and implements a smooth, efficient workflow. Their sophisticated writing and management skills have made them a valuable partner.



The Client

Please describe your company and your position there.

I'm the owner and founder of Attention Digital. We give small businesses customized, affordable marketing services. Our core services include web design, local SEO, and social media management. Our mission is to help small businesses reach their potential by navigating the digital landscape.



Connor Lagman
Owner & Founder, Attention Digital



Advertising & marketing



Indianapolis, Indiana

The Challenge

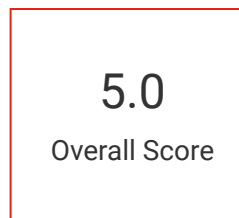
For what projects/services did your company hire Content Flip?

We hired Content Flip to write content for our clients. We needed a team of writers to meet our quality and volume demands.

What were your goals for this project?

Our goal is to create well-written, personalized content that is relevant to each client's organization and industry. We need to deliver frequently in order to build credibility and increase website traffic.

CLIENT RATING



Quality: 4.5



Schedule: 5.0



Cost: 5.0



Would Refer: 5.0





The Approach

How did you select this vendor?

I did extensive online research to find the content writing team that provided the best balance of quality and cost. Content Flip wasn't the cheapest option, but they offered a comprehensive, personalized service for a reasonable price. They also didn't require long-term contracts, which was a huge plus.

Describe the scope of their work in detail.

Content Flip writes blog posts in the categories we provide. Articles range from 700-1000 words and stay on message within the category and in tune with the client's brand. They write between six and eight articles monthly.

What was the team composition?

Content Flip doesn't disclose how many writers or editors are involved in the process. We don't ask for these details.

The Outcome

Can you share any outcomes from the project that demonstrate progress or success?

After two months of working with the team, they have met the standards and expectations we set. The quality of their writing is good. When it isn't up to par, they quickly adjust their processes to ensure accuracy and quality. They also provide timely, consistent feedback most of the time.

How effective was the workflow between your team and theirs?





The workflow is fairly seamless and their communication is good. When I request an update, they deliver it in 24 hours or less. They send content directly to my email, which is easy and efficient.

What did you find most impressive about this company?

Blog writing is risky because there are a lot of poor quality sources. I have worked with many bad providers, but I'm thoroughly impressed with the quality and volume of content that Content Flip provides. I will continue to use them for this project and any similar future projects.

Are there any areas for improvement?

The only area that needed improvement was the general voice of the content, which I addressed with them and they dealt with immediately. Since our last conversation, their content has greatly improved. If areas for improvement arise in the future, I'm confident that their team will address my concerns quickly and thoroughly.

